



REQUEST FOR PROPOSALS

RFP- MARKET STUDY FOR CONFLICT, PEACE AND ECONOMIC OPPORTUNITIES FOR THE YOUTH PROJECT

TENDER NUMBER: KRCS/00287/2017

Date of release	:	3 RD February 2017
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Submission Method	:	Tender Box
Tender Opening Venue and Time	:	BRC Boardroom at 12.00 PM
Donor	:	European Union
Project	:	Conflict Prevention, peace and Economic Opportunities for Youth
Geographic Location	:	Garissa, Mandera, Wajir, Kwale, Kilifi, Lamu, Tana river and Mombasa counties

Table of Contents

1.0. Introduction..... 3
2.0. Aims and Objectives..... 4
3.0. Current Status..... 6
4.0. Scope of the Assignment 6
5.0. Project Deliverables 6
6.0. Format of RFP Response and Other Information for Bidders 6

1.0. Introduction

The project is geared towards increasing peace and stability in Kenya through supporting youth in engaging in economic opportunities. Despite economic progress in Kenya, poverty and inequality levels remain relatively high, particularly in rural areas (75 per cent of the population), because of a number of factors, including the high cost of living disproportionately affecting the poor, high population growth rate, small landholdings, frequent droughts and large income disparities. This project builds largely on an initiative where The Kenya Red Cross Society (KRCS), in collaboration with the Office of the President in Kenya has been conducting youth and women dialogue sessions in counties in the Coast and North Eastern regions which were informed by the need to create social inclusion of youth, women and people living with disability as part of Kenya Vision 2030.

The intervention logic of the project is based on three main elements:

1. If we can strengthen understanding of underlying causes of conflict and violence, and sources of resilience, then we will be able to better adjust our interventions to address conflict risks.
2. If young people are given inclusive access to better vocational educational opportunities, which lead to decent jobs and livelihoods for target groups, then grievances will decline, and better economic opportunities will be created. This will contribute to reduced vulnerability, enhanced economic stability and positive peace.
3. If key actors' attitudes change to favour peaceful and political solutions to grievances, and recognise the importance of working together to improve Kenya's security, then there will be a reduction in existing violence, and a reduced risk of future conflict.

The geographical scope of the project focuses on high-risk areas, in particular the counties of Garissa, Mandera and Wajir in the North East, Kwale, Kilifi, Lamu and Tana River in the Coast, and urban areas, in particular Mombasa. These are areas where the vulnerabilities and risks are significant.

The project will address underlying causes of conflict in particular areas of Kenya that are at risk of violent conflict and forced displacement. It will do so by addressing factors that have the potential to motivate youth to resort to violence, including grievances such as exclusion, lack of opportunities, inequality and poverty.

The EU Trust Fund is funding KRCS for four years starting October 2016 to contribute to increased peace and stability and inclusive economic opportunities for youth in marginalized areas in Kenya

The specific objectives of the project are:

- a) To enhance understanding of sources of conflict and exclusion, leading to informed policy and interventions, which identify means of addressing development needs and grievances.
- b) To provide youth with skills that can be used to improve employment and livelihoods prospects.

- c) To strengthen capacity to manage and prevent conflict and improve trust between the state and communities

2.0. Purpose and scope of the assignment

2.1. Purpose and scope of the Market Assessment Study

This study is intended to inform Kenya Red Cross in areas to support youth towards business and vocational employment sectors with sufficient profitability and income whilst helping them avoid over-saturated areas.

The study would like to establish current and future economic and market opportunities in order to inform areas of study for vocational training to allow youth to pro actively position themselves. In addition the study would like to find out capital requirements needed for business start up in a range of sectors, growth and their sustainability. While establishing opportunities, the study will also establish barriers for the youth to access these opportunities.

This study will build on the dialogues conducted with the youth in the 8 target counties which provides information on existing opportunities, barriers and constraints for the youth on entrepreneurship further increasing their marginalization

KRCS would also be interested in recommendations and suggestions on how to institutionalize market assessment data collection in order to feed regularly into programming to provide up to date information. The programme will be running for a period of 4 years and market information will need to be up to date.

2.2. Key Survey questions

The study objectives can be summarised as follows:

- 1) Conduct analysis of the current and potential future economic / business opportunities in the specified target counties.

Questions could include; what type of businesses and vocational opportunities are present in your County? What interventions are likely to do well in the near future? What types of businesses / vocations are likely to decline in relevance / become over-saturated in the near future?

2. Conduct analysis of a range of different business sectors and vocations in the target regions – looking specifically at: skills required, infrastructure/positioning, incomes, profits, wages, numbers of additional jobs created, survival rates, maturity of the business (e.g at 1 year, 3 years and 5 years of operation) .Analysis should be disaggregated by gender.

3. Outline the major barriers/ constraints for youth in pursuing the identified business and vocational employment opportunities in the target region.

4. Conduct an analysis of other skills that would support the youth in increasing their employability/livelihood eg Life skills, apprenticeship) and current offering in each County and relevance.

2.3. Survey/Survey Methodology

The Survey will adopt a cross sectional study design that will use mixed qualitative and quantitative approaches.

Methods of sampling, data collection and analysis will be proposed by the consultants and discussed further with the Survey management team.

The Survey will use the following literature for reference and to inform the survey process further:

- Project proposal and log frame
- County reports on youth dialogue forums held by KRCS.
- Existing project reports by the time of data collection.
- Documents, policies and frameworks by partners, county and national government

2.4. Survey Quality & Ethical Standards

The consultant shall take all reasonable steps to ensure that the assessment is designed and conducted to respect and protect the rights and welfare of the people and communities involved and to ensure that it is technically accurate and reliable, is conducted in a transparent and impartial manner, and contributes to organizational learning and accountability. Therefore, the Survey team shall be required to adhere to the Survey standards and applicable practices as recommended by International Federation of Red Cross and Red Crescent Societies.

- **Utility:** Surveys must be useful and used.
- **Feasibility:** Surveys must be realistic, diplomatic, and managed in a sensible, cost effective manner.
- **Ethics & Legality:** Surveys must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved in and affected by the Survey.
- **Impartiality & Independence;** Surveys should be impartial, providing a comprehensive and unbiased assessment that takes into account the views of all stakeholders.
- **Transparency:** Survey activities should reflect an attitude of openness and transparency.
- **Accuracy:** Surveys should be technical accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
- **Participation:** Stakeholders should be consulted and meaningfully involved in the Survey process when feasible and appropriate.
- **Collaboration:** Collaboration between key operating partners in the Survey process improves the legitimacy and utility of the Survey.

It is also expected that the Survey will respect the seven Fundamental Principles of the Red Cross and Red Crescent: 1) humanity, 2) impartiality, 3) neutrality, 4) independence, 5) voluntary service, 6) unity, and 7) universality.

3.0. Current Status

As above

4.0. Scope of the Assignment

As detailed in section 2.

5.0. Project Deliverables

Duration: The market assessment will be conducted from 15th March to 30th April 2017 from contract signing to delivery of the final report.

Deliverables:

Deliverables should include the following:

- An inception report, including: planned timeline and work plan, literature review of all relevant secondary sources, detailed methodology / approach, planned stakeholders to be consulted and sampling framework, data collection and analysis tools, qualitative and quantitative protocols for data collection and analysis
- Any suggested improvements to existing study scope, as outlined in this document
- Brief presentation of preliminary findings
- Draft report
- A power point presentation highlighting key findings from the baseline will be presented at a feedback meeting to be held after completing the draft report.
- One (1) electronic file of the clean (final) qualitative and quantitative data collected
- Final report

6.0. Format of RFP Response and Other Information for Bidders

6.1.1. The overall summary information regarding the <<project>> is given in section 2 –Aims and Objectives. The bidder shall include in their offer any additional services or items considered necessary for the successful completion of the project

6.1.2. Proposals from bidders should be submitted in two distinct parts, namely **technical proposal** and **financial proposal** and these should be in two separate sealed envelopes, both of which should then be placed in a common sealed envelope marked:

Tender number: KRCS/00287/2017

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DO NOT OPEN BEFORE 15TH MARCH

The two separate inner envelopes should be clearly marked “Technical Proposal”, and “Financial Proposal”, respectively, and should bear the name of the Bidder.

The above requirement applies to bids that are either deposited in the tender box or sent by post / courier

6.1.3. The Technical Proposal should contain the following:

- 1) A written response to this TOR in terms of a proposal detailing the technical understanding of the task, proposed methodologies of the Survey, expected activities and deliverables, proposed work plans with schedule, and financial bids **see Annex 1**
- 2) **Firms experience** in undertaking assignments of similar nature. Professional references: please **provide at least three references** from your previous clients and full contact details of the referees
- 3) **Proposed team: CVs of all professional (s)** who will work on the Market Assessment. If there is more than one contractor on the proposed Survey team, please attach a table describing the level of effort (in number of days) of each team member in each of the Survey activities.;

Name of team member	Highest educational qualification	Number of days to be involved	Years of experience related to the task	Roles in this assignment

- 4) **Work plan (Gantt chart of activity and week of implementation)-1 page**
- 5) **Legal requirements (Certificate of Incorporation, PIN certificate, KRA tax compliance)**

Qualifications and Experience for Consultants

- At least a master’s degree, in a relevant discipline
- Proven research and economic analysis experience, including 5 years of working experience

- Demonstrated understanding of the entrepreneurship and livelihoods sector specifically as it relates to start-up enterprises for youth with low levels of educational attainment and non-formal skills
- High level of professionalism and an ability to work independently and in high-pressure situations under tight deadlines.
- Strong interpersonal and communication skills
- The team must have a statistician familiar with SPSS for data management.
- Firm must have experience in using mobile phone technology for data collection, monitoring and reporting
- The lead consultant must have strong analytical skills and ability to clearly synthesize and present findings, draw practical conclusions, make recommendations and to prepare well-written reports in a timely manner.
- Availability for the period indicated.
Good understanding of Kenya, particularly the Counties of Garissa, Wajir, Mandera, Lamu, Kilifi, Kwale, Mombasa and Tana River.

6.1.4. The Financial proposal shall clearly indicate the total cost of carrying out the «requirements», and should be presented in the financial template as shown below.

The consultant shall only quote for the items below Prices should be inclusive of 16% Value Added Tax (VAT).

Item	Unit	# of Units	Unit cost	Total cost (Ksh.)
Consultancy fee	Per day			
Other costs – to be itemized e.g. Assistants costs, Administrative costs, logistical costs,				
Logistical costs. To be detailed and itemized				
VAT (16%)				
Grand total				

6.1.5. A three stage procedure will be adopted by the KRCS for evaluating the proposals as shown below;

A three stage Survey procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Technical Proposal 60 marks
- Oral presentation 30 marks

- Financial Proposal 10 marks

STAGE 1 –TECHNICAL EVALUATION,

1. Evaluation of the Technical Proposal

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

Survey Criteria	Maximum Points Possible	Bidders score	Remarks
(1) Introduction: Description of the Firm and the Firm's Qualifications	5		
(2) Background : Understanding of the project, context and requirements for services	10		
(3) Proposed Methodology: The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	20		
(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients <ul style="list-style-type: none"> • Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience 	10		
(5) Proposed Team Composition: <ul style="list-style-type: none"> • Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment. • The proposed team composition should balance effectively with the necessary skills 	10		

and competencies required to undertake the proposed assignment. <ul style="list-style-type: none"> • Lead Consultant Qualifications – should be as per the TOR • Mandatory-statistician 			
(6) Work Plan: A Detailed logical, weekly work plan for the assignment MUST be provided.	5		
TOTAL SCORE	60		

Total scores of the technical bid analysis shall be converted to a denominator of 60. Top three firms will go to the orals stage and top two after the orals will go to the financial Survey stage

2. Oral presentation

Criteria	Score	Remarks
Understanding of the assignment (5 Marks)		
Clear and scientific methodology <ul style="list-style-type: none"> • Sampling design and methods • Sample size determination • Data collection methods • Data analysis • Data quality • Report writing format (20 Marks)		
Presentation of <ul style="list-style-type: none"> • Detailed CVs of team members to be involved • Evidence of legal compliance-Registration, PIN certificate, tax compliance etc.) • two Sample reports of previous assignments (5 marks)		

3. Financial Proposal

The Financial Proposal shall be prepared in accordance to Annex 2 .The maximum number of points for the Financial Proposal shall be 10% (10 points). This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

Points for the Financial Proposal being evaluated =

$$\frac{(\text{Maximum number of points for the financial proposal}) \times (\text{Lowest price})}{\text{Price of proposal being evaluated}}$$

A total score obtained including Technical, Oral and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score is the winning bid.

6.1.6. Bidders are requested to hold their proposals valid for ninety (90) days from the closing date for the submission. KRCS will make its best efforts to arrive at a decision within this period.

6.1.7. All costs pertaining to the preparation of a proposal and negotiations of a contract shall be borne by the firms submitting proposals.

6.1.8. Assuming that the Contract can be satisfactorily concluded, the bidders shall be expected to commence the assignment within one (1) weeks after the final agreement is reached.

6.1.9. If a bidding firm does not have all the expertise for the assignment, there is no objection to the firm associating with another firm to enable a full range of expertise to be presented. The request for Joint Venture shall be accompanied with full documented details of the proposed association

6.1.10. In the case of a Joint Venture or Association, all the firms constituting the Joint Venture or Association will be jointly and severally liable and at least one firm in the Joint Venture or Association shall be financially capable of meeting the contract requirements and potential liabilities on its own and shall assume contracting responsibility and liability for satisfactory execution of the assignment.

6.1.11. The contracting arrangements shall define clearly the responsibilities and the services to be provided by each firm in the case of a joint venture.

6.1.12. The bid documents, shall be addressed to

Secretary General,
Kenya Red Cross Society P.O. Box
40712-00100 GPO Nairobi.

Kindly indicate the title of the project on the envelope
Please read carefully the method of tender submission and comply accordingly.

6.1.13. KRCS reserves the right to accept or to reject any bid, and to annul the bidding process and reject all bids at any time prior to the award of the contract, without thereby incurring any liability to any Bidder or any obligation to inform the Bidder of the grounds for its action.

6.1.14. Cost of bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Organization will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

6.1.15. Clarification of Bidding Document

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the project shall be addressed at least **four (4) days** before the deadline for submission of bids, in writing to the Administration Coordinator.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Enquiries for clarifications should be sent by e-mail to tenders@redcross.or.ke

6.1.16. Amendment of Bidding Document

At any time prior to the deadline for submission of bids, KRCS, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the bidding documents by amendment.

All prospective Bidders will be notified of the amendment in writing, and it will be binding on them. It is therefore important that bidders give the correct details at time of downloading the bid document.

To allow prospective Bidders reasonable time to take any amendments into account in preparing their bids, KRCS may at its sole discretion extend the deadline for the submission of bids based on the nature of the amendments.

6.1.17. Deadline for Submission of Bids

Bids if send by post should be addressed to

The Secretary General
Kenya Red Cross Society
P.O. Box 40712-00100 GPO
Nairobi.

All bids should be received by *Friday 10th March at 12:00 noon*.
Bids received after the above specified date and time shall not be considered.

6.1.18. Cost Structure and non-escalation

The bidder shall, in their offer (Financial Proposal), detail the proposed costs as per the template provided above.

No price escalation under this contract shall be allowed. KRCS shall not compensate any bidder for costs incurred in the preparation and submission of this RFP, and in any subsequent pre-contract process.

6.1.19. Taxes and Incidental Costs

The prices and rates in the financial offer will be deemed to be inclusive of all taxes and any other incidental costs.

6.1.20. Responsiveness of Proposals

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

6.1.21. Currency for Pricing of Tender

All bids in response to this RFP should be expressed in Ksh. Expressions in other currencies shall not be permitted.

6.1.22. Correction of Errors

Bids determined to be substantially responsive will be checked by KRCS for any arithmetical errors. Errors will be corrected by KRCS as below:

- a) Where there is a discrepancy between the amounts in figures and in words, the amount in words will govern, and
- b) Where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by KRCS in accordance with the above procedure for the correction of errors.

6.1.23. Evaluation and Comparison of Bids

Technical proposals will be evaluated prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be non-qualifying in whatever respect may be returned unopened.

6.1.24. Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available in relation to this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of KRCS, unless it is to Bidder's Contractors for assistance in preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

7. MANAGEMENT OF THE ASSIGNMENT

The Survey management team will be composed of the Kenya Red Cross Program steering committee that will also include the North eastern and coast Regional Programs Coordinator and the consulting team. The EU team will be invited to meetings and review of documents if available. KRCS M&E representatives will lead the team.

ANNEX I: RESPONSE PROPOSAL FOMART

- 6) **Introduction:** description of the firm, the firm's qualifications and statutory compliance (1 page)
- 7) **Back ground :** Understanding of the project, context and requirements for services, Key questions (2 pages)
- 8) **Proposed methodology** - Indicate methods to be used for each indicator and highlight any areas where indicators may need adjustment. The targeted respondents should be indicated for each indicator. Proposed detailed questions should be indicated. Detailed sampling procedure needs to be indicated. (5 pages)
- 9) **Firms experience** in undertaking assignments of similar nature and experience from the geographical area for other major clients (Table with: Name of organization, name of assignment ,duration of assignment (Dates),reference person contacts-2 pages
- 10) **Proposed team** composition (As per annex 3)-1 page
- 11) **Work plan** (Gantt chart of activity and week of implementation)-1 page